

FIG. 1

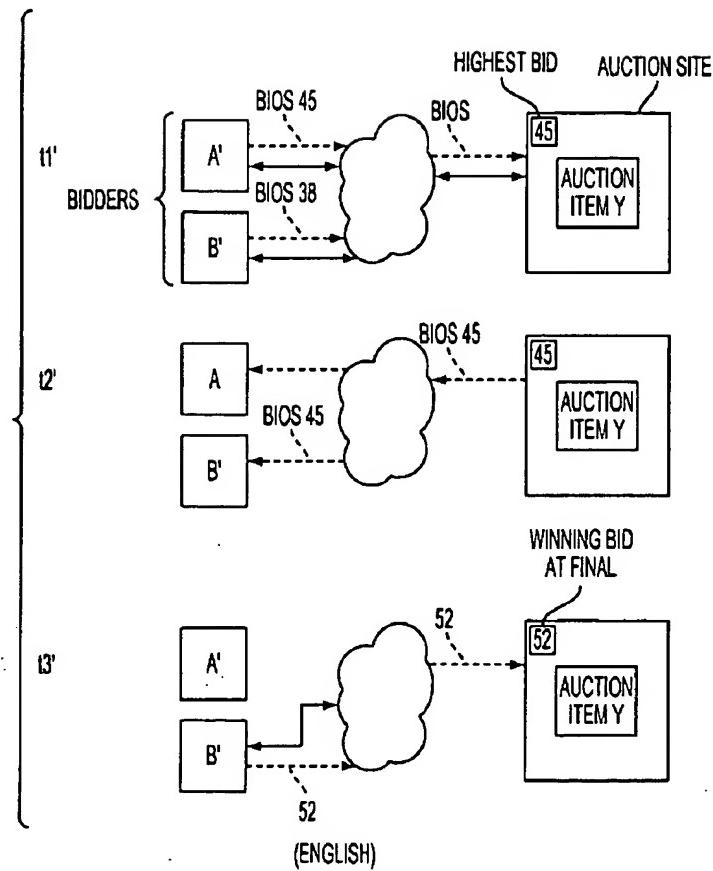


FIG. 2

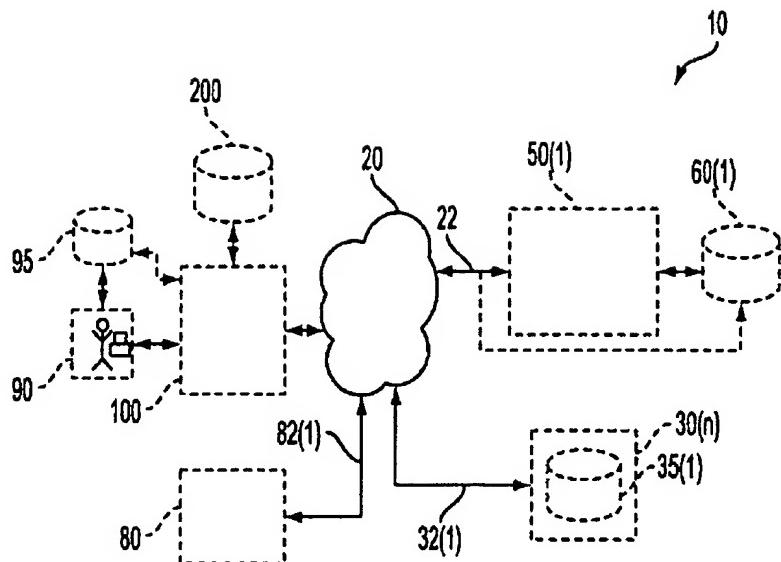


FIG. 3

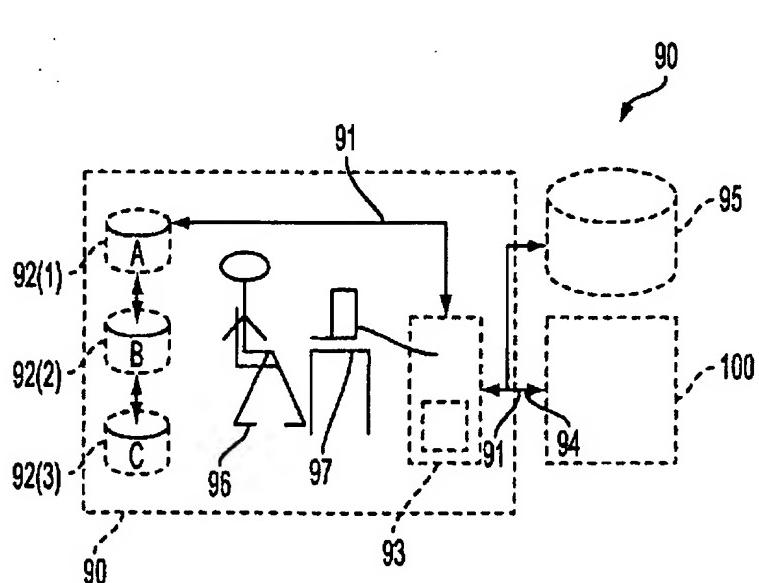


FIG. 4

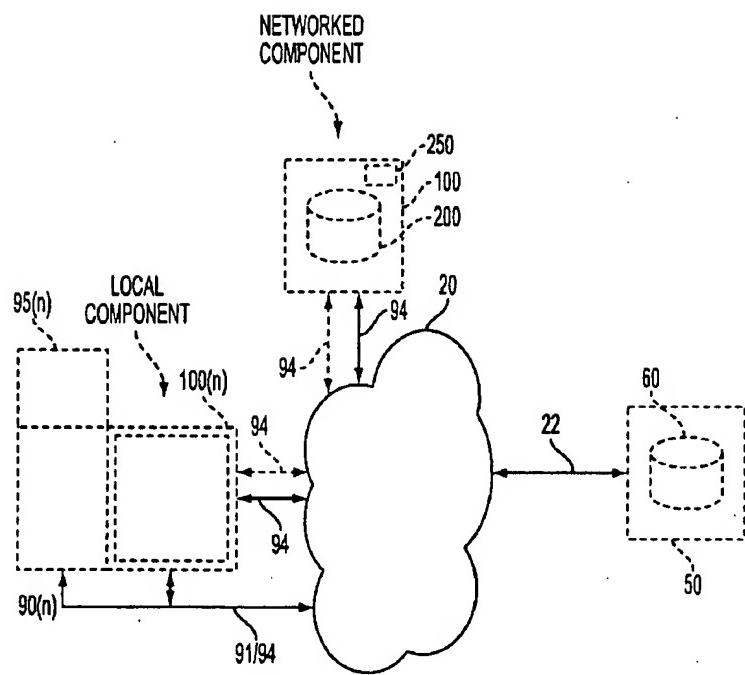


FIG. 5B

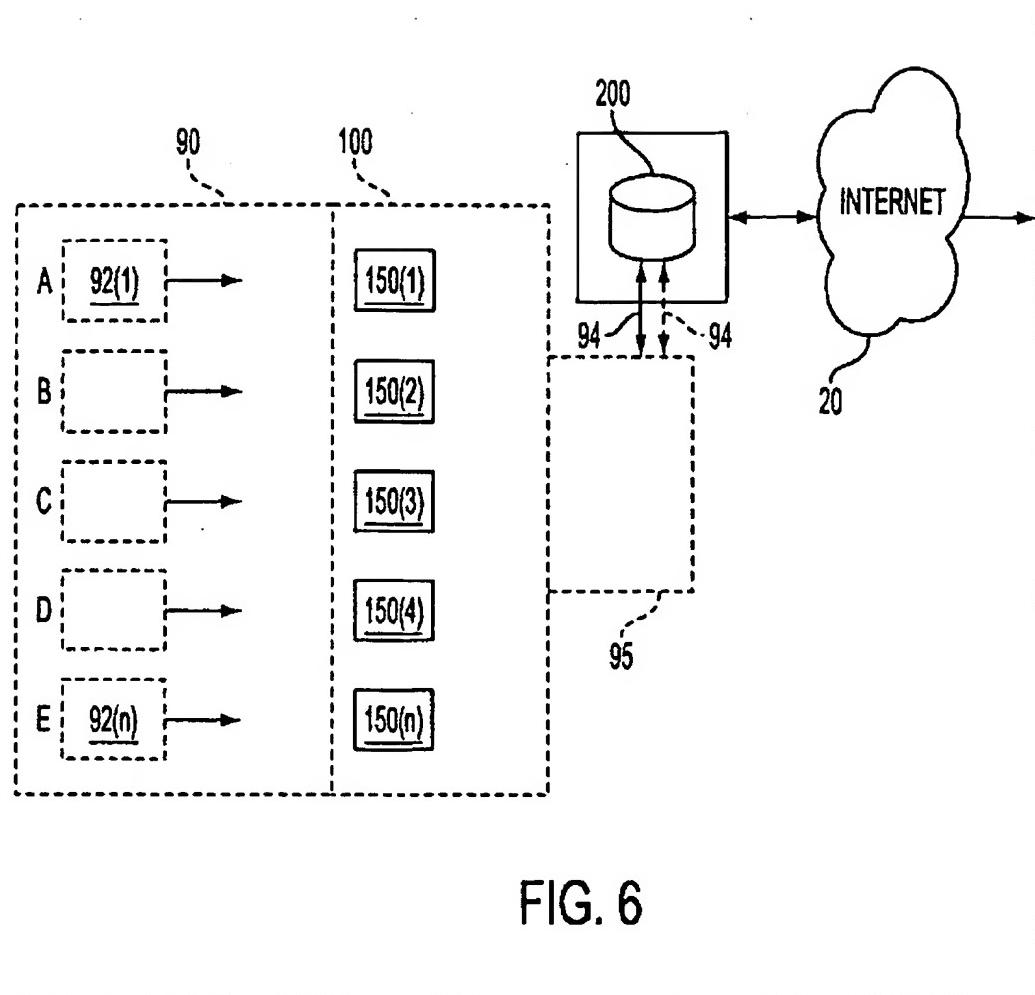


FIG. 6

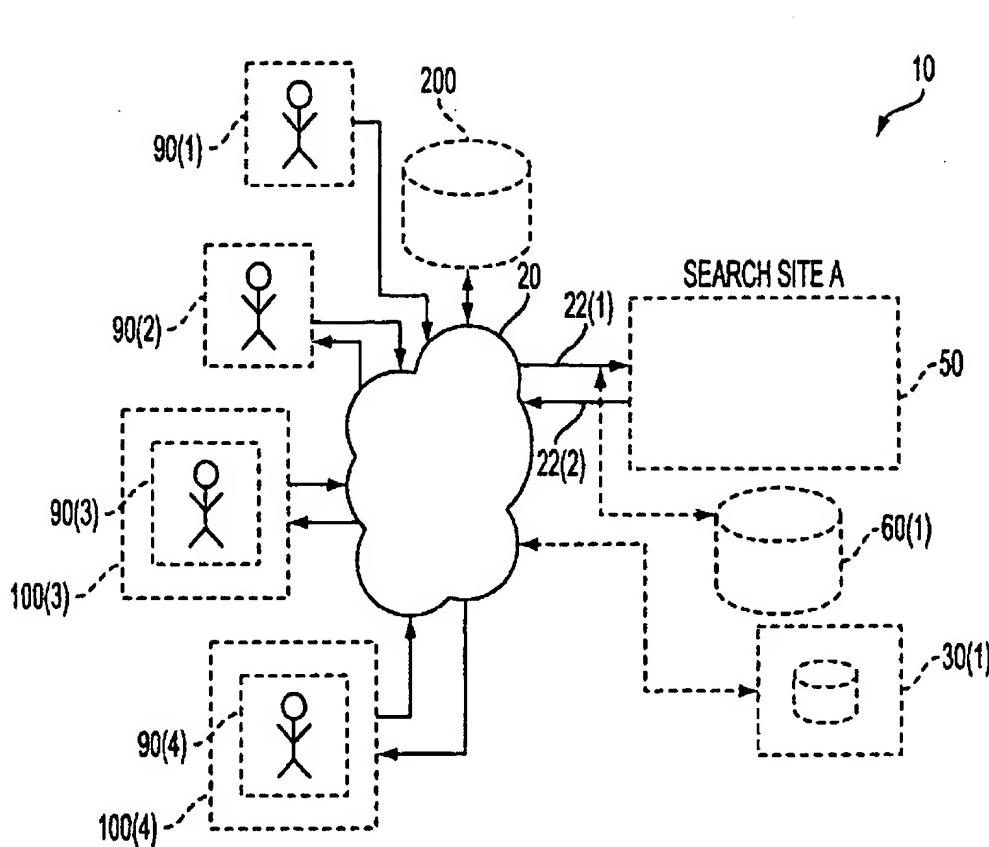


FIG. 7

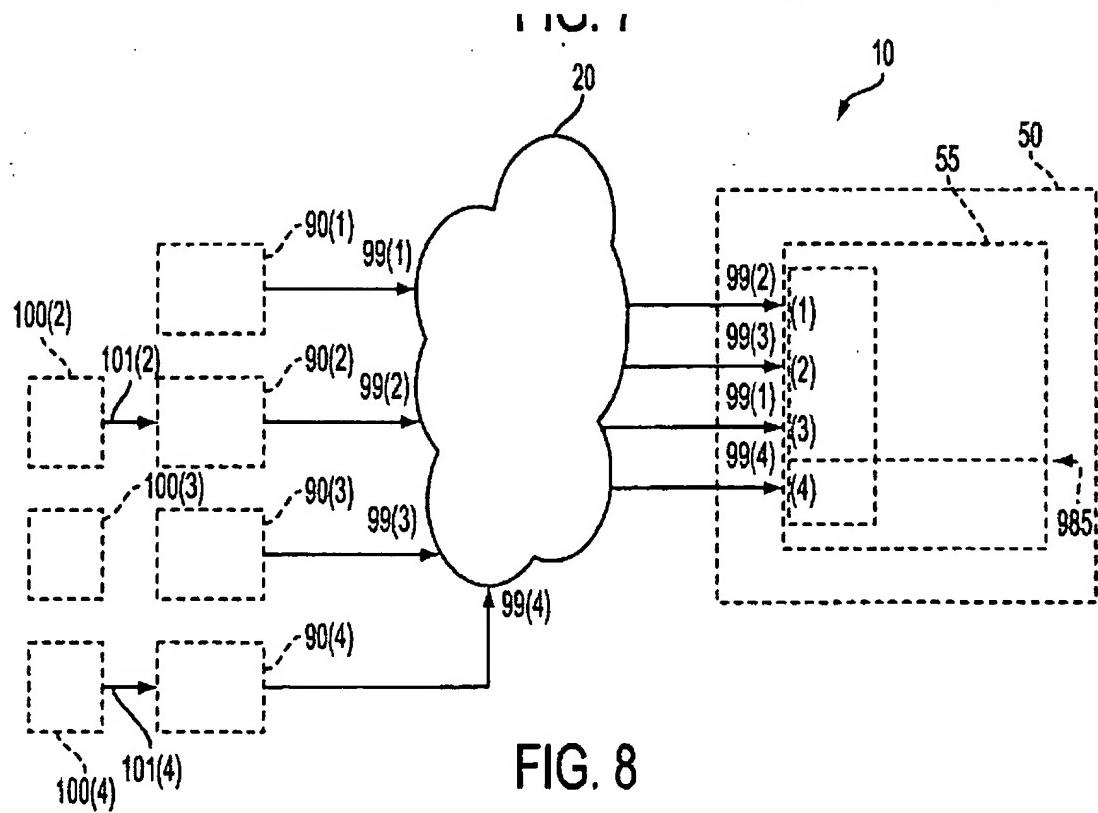
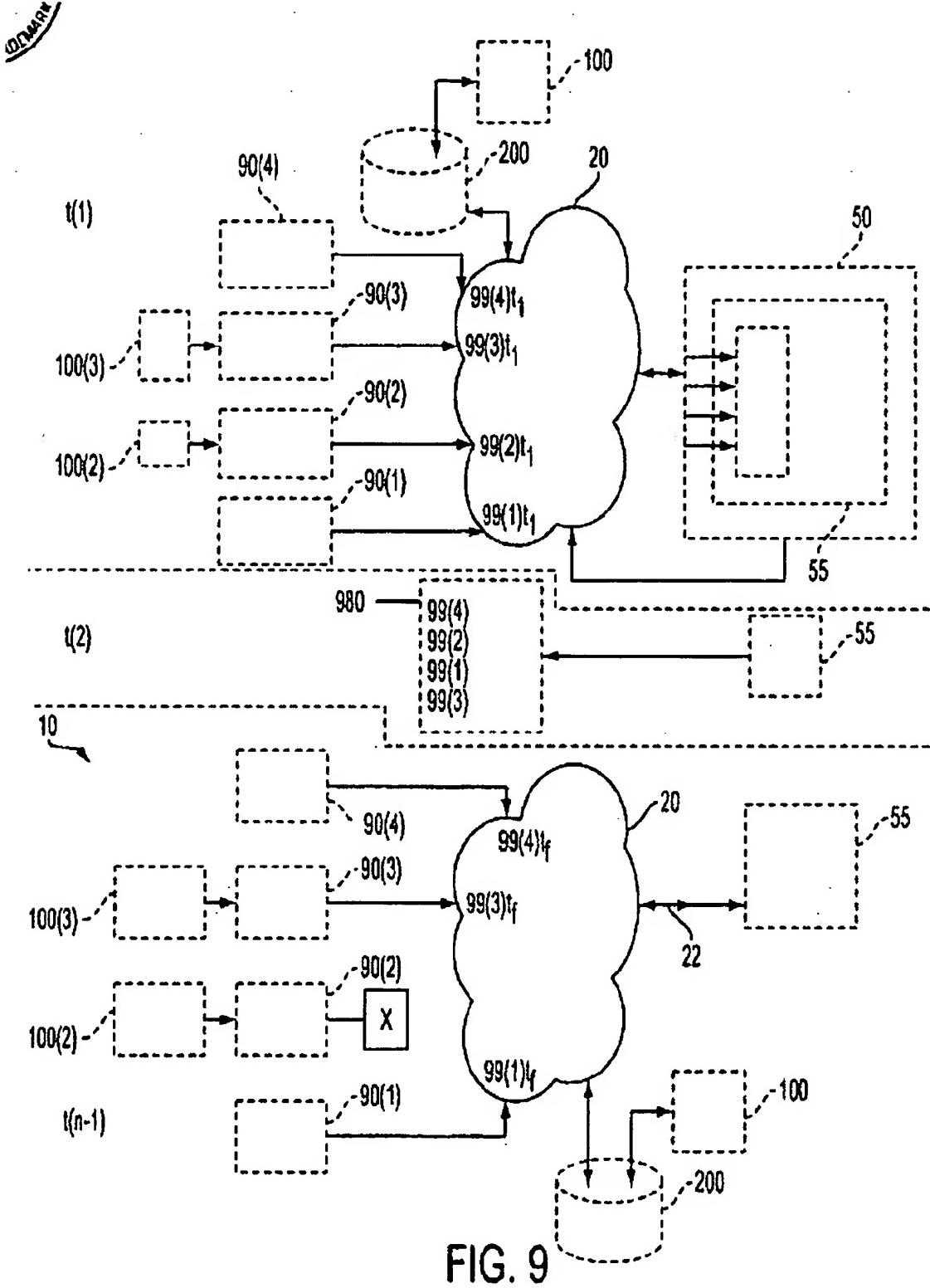


FIG. 8



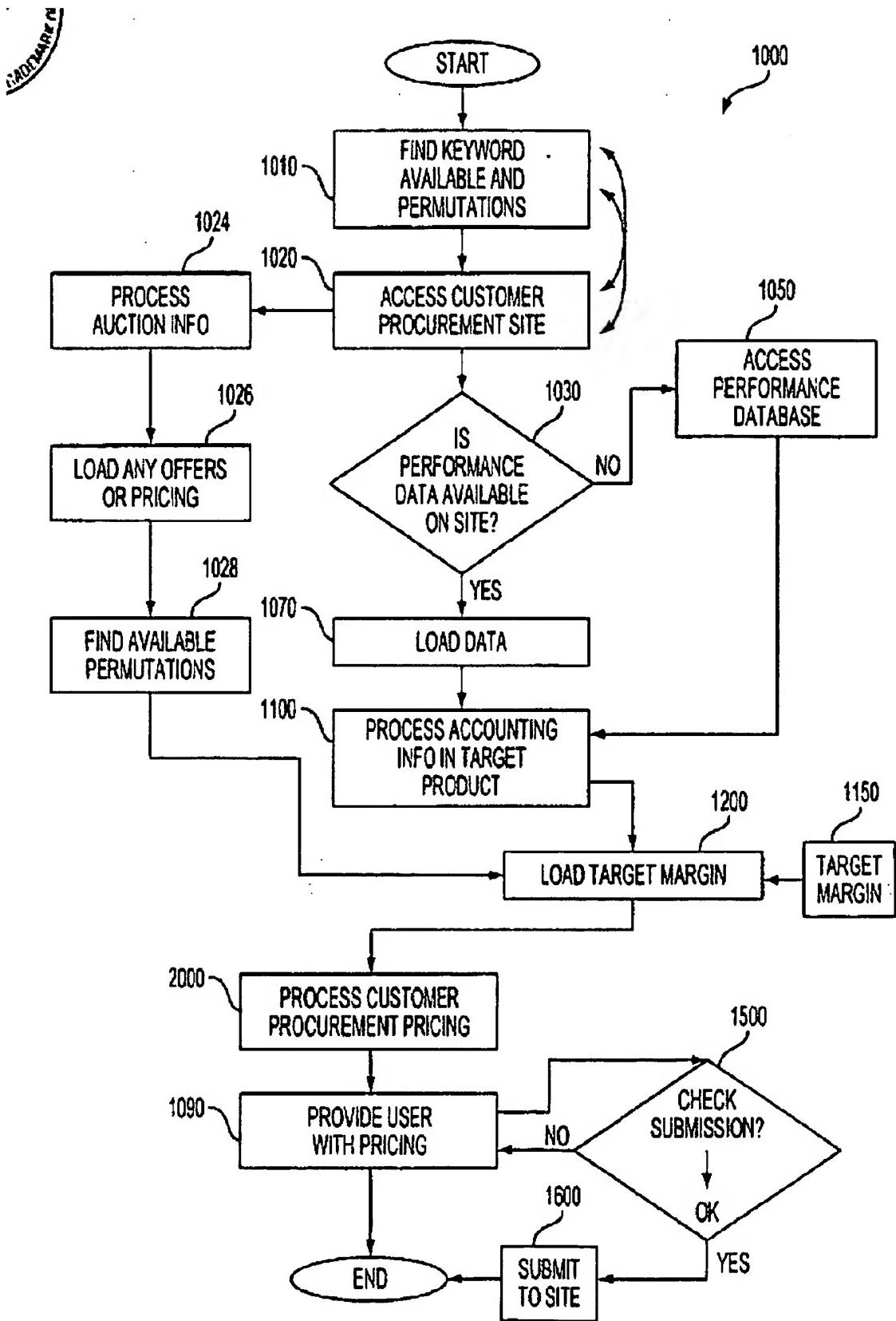


FIG. 10

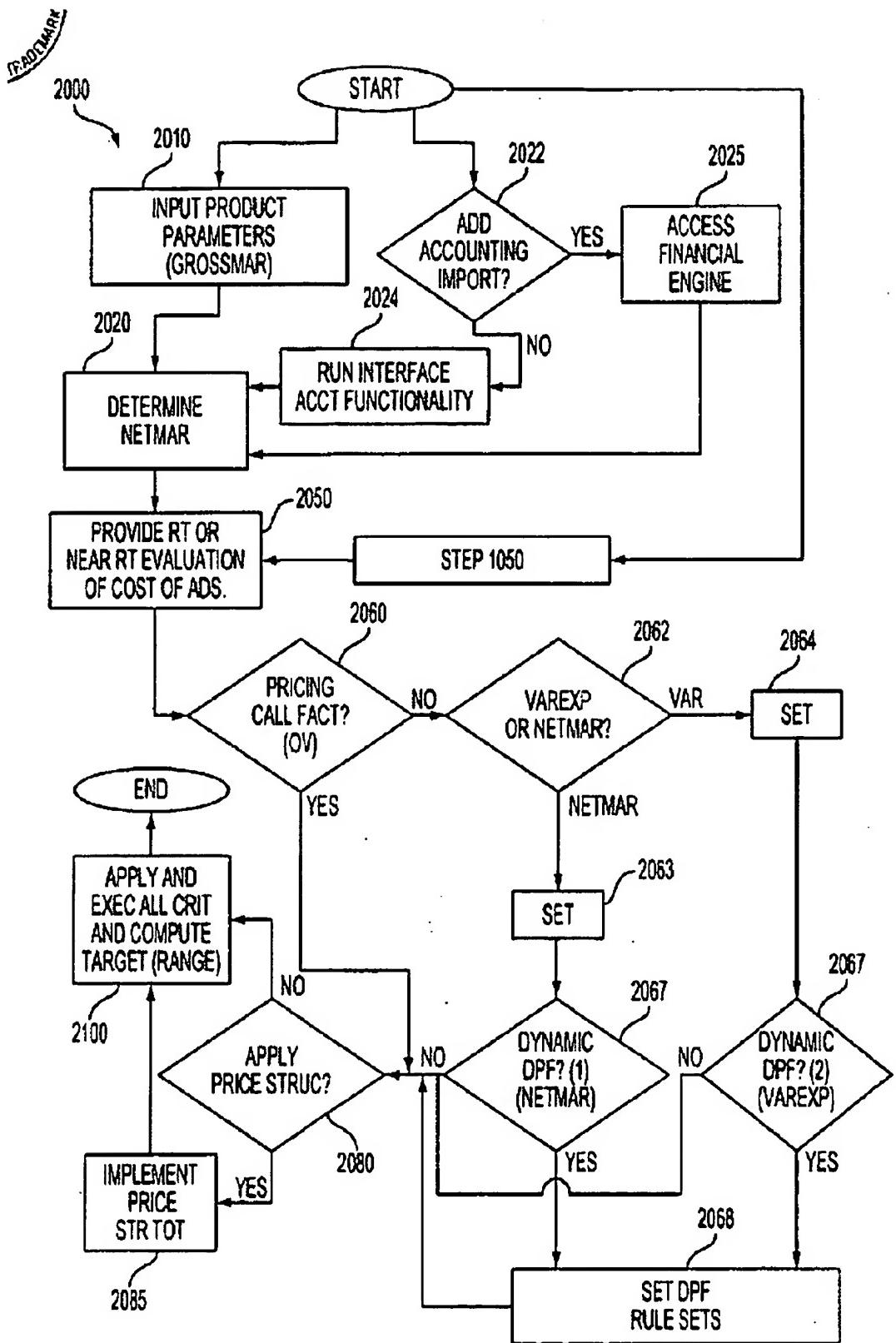
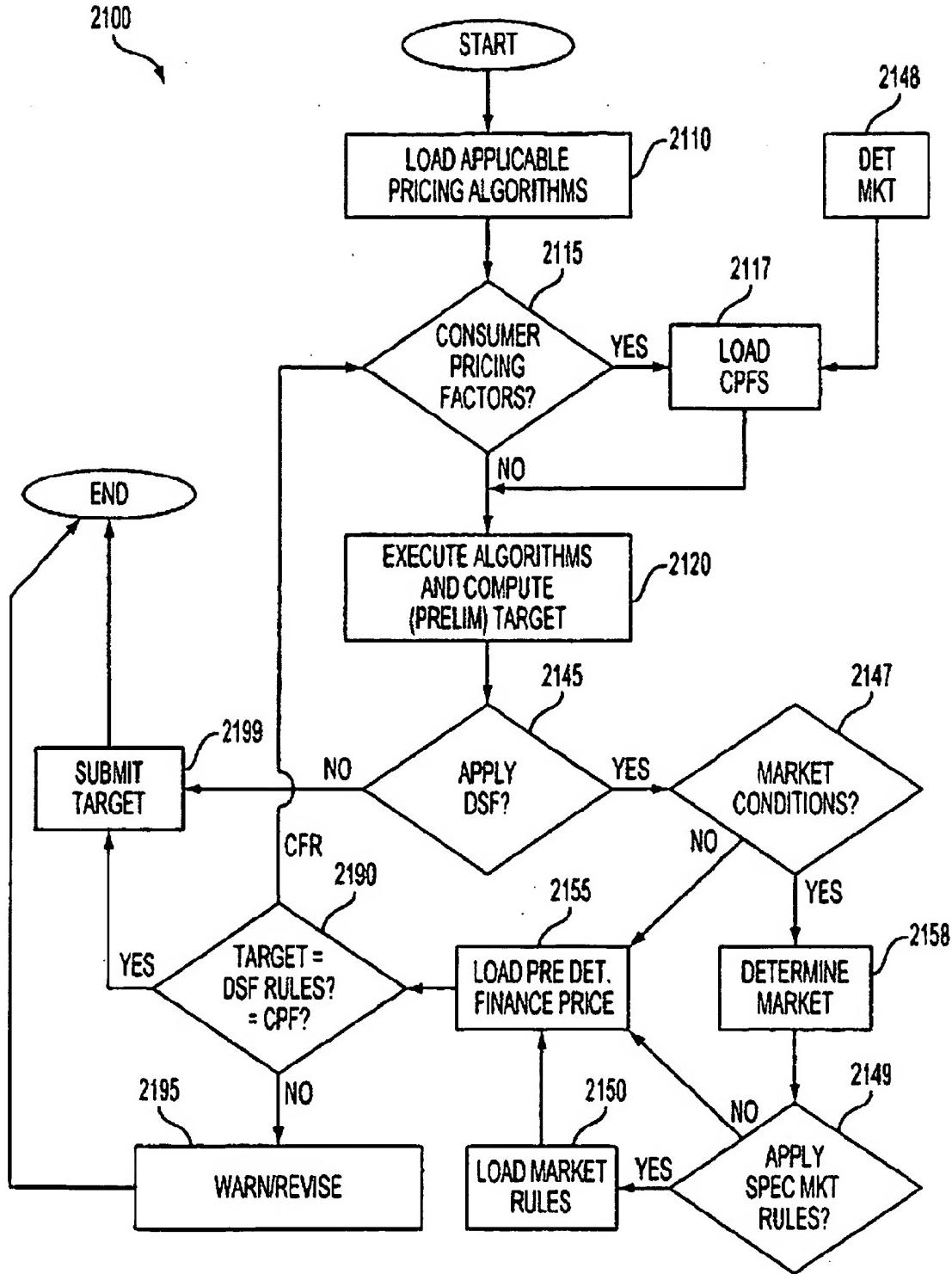


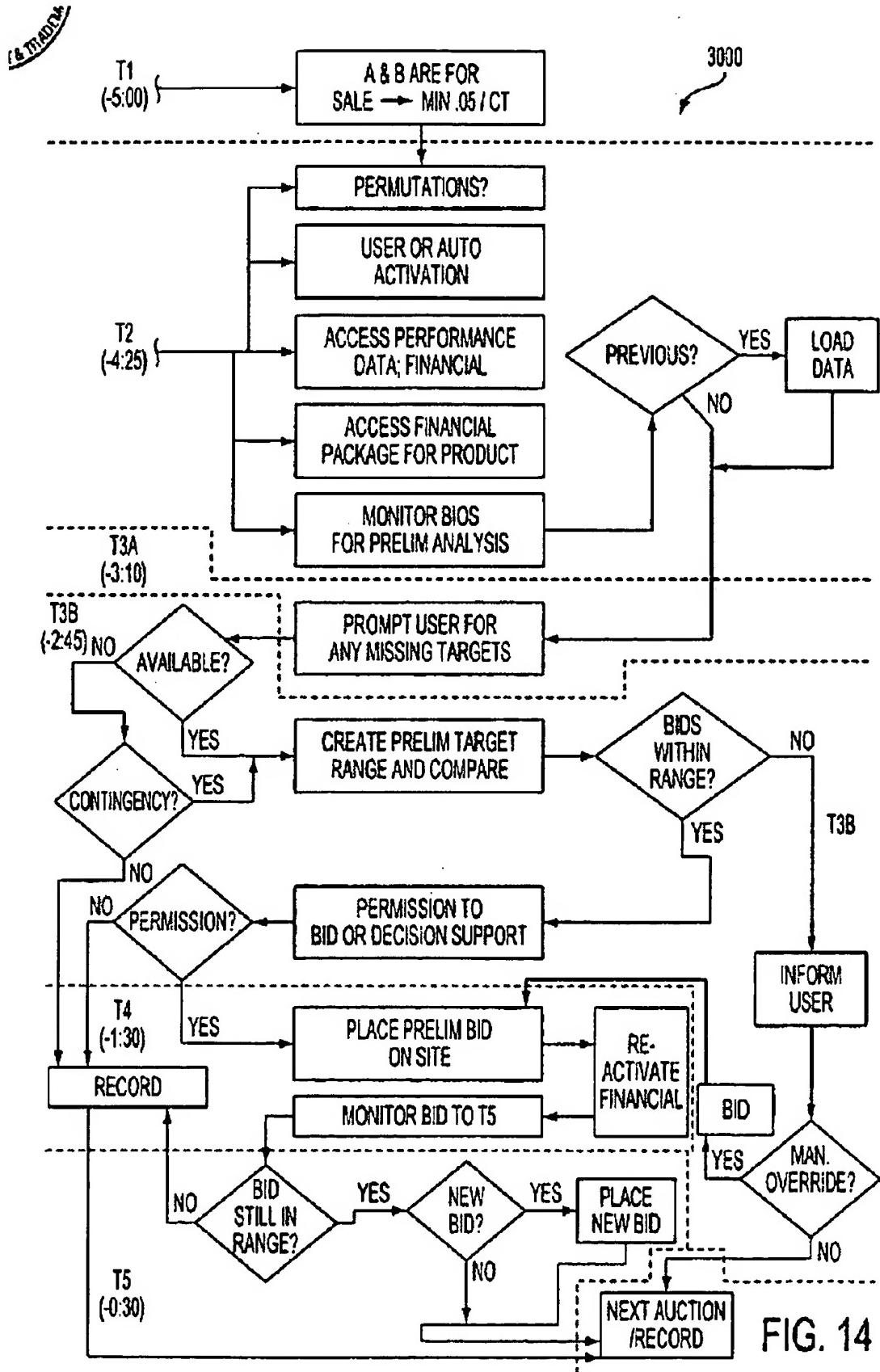
FIG. 11

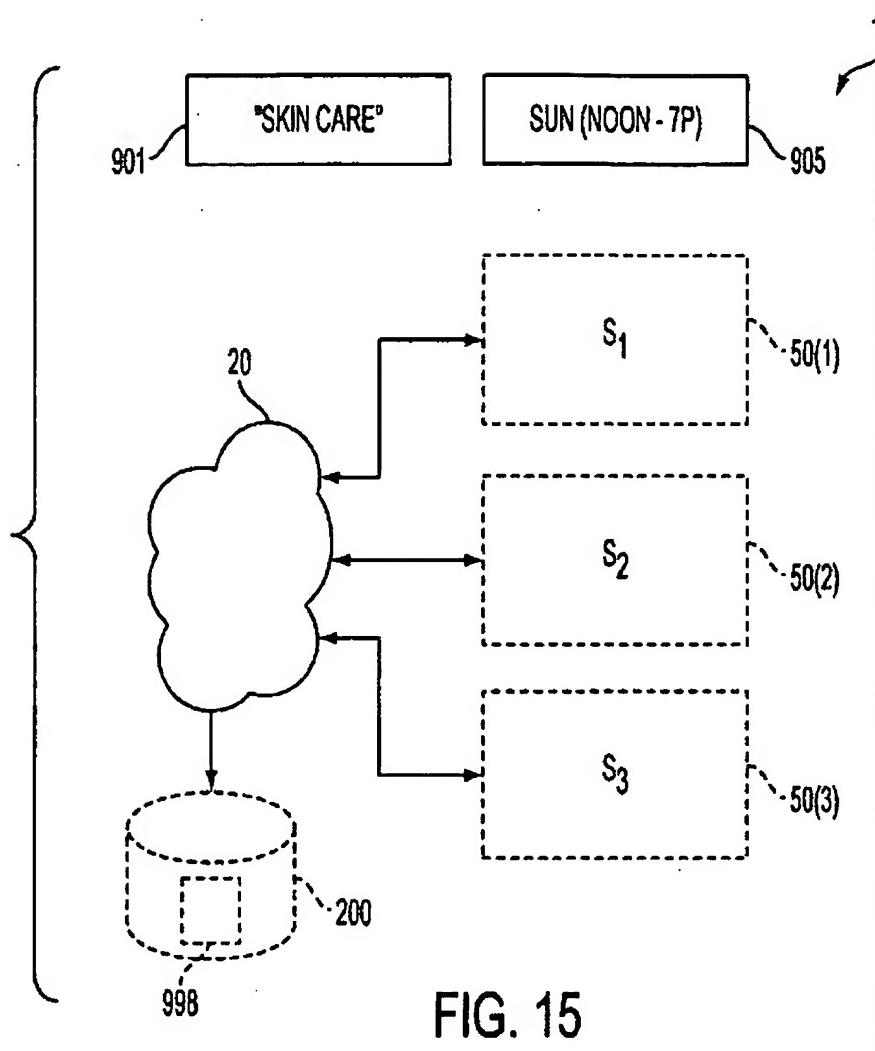
PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

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FIG. 12







KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
'SKIN CARE'	50(1)	SUN	0.27	X	
		1-4P			
	50(2)	ALL DAY	0.15		
		1-6P			
	50(3)	ALL DAY	0.24		
	50(3)	WEEK	0.17		
			0.125		

FIG. 16

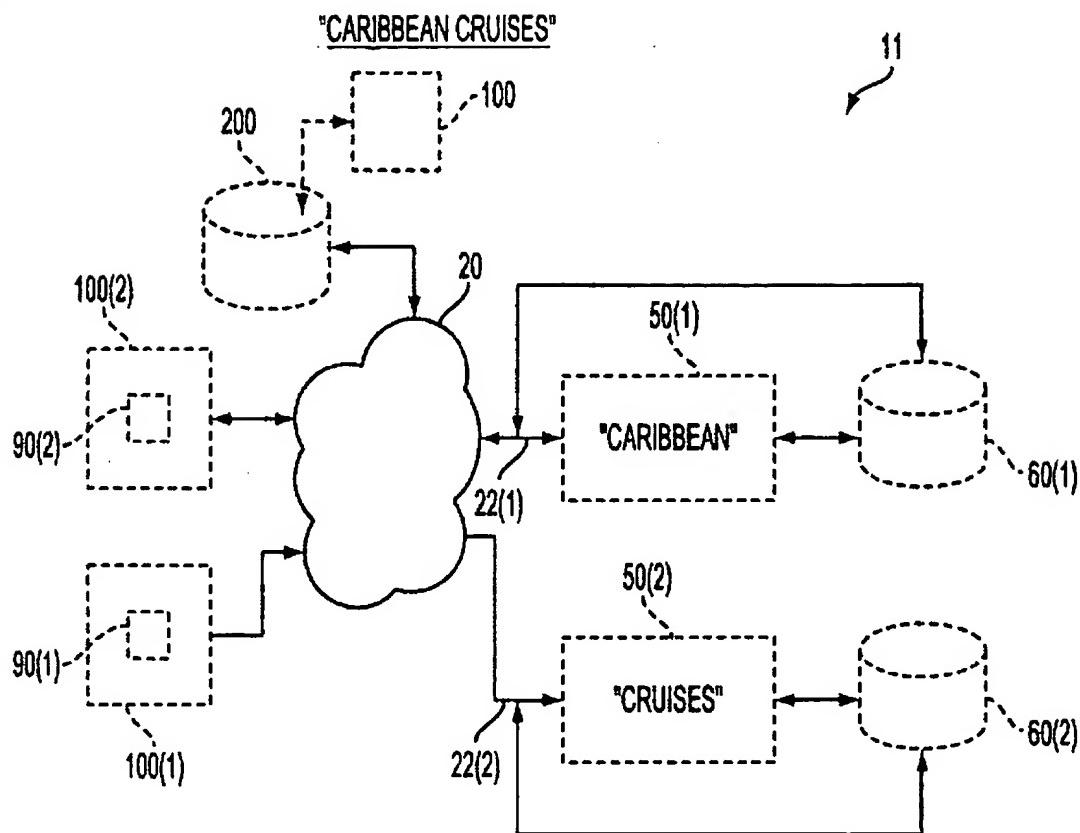
~~& TRADES~~

FIG. 17

		<u>PRICE</u>			
		<u>S₁</u>	<u>S₂</u>		
"CARIBBEAN"			"CRUISE"		
.47			.87		
		<u>PERFORMANCE</u>		<u>CLICK-THROUGH</u>	
<u>S₁</u>	<u>S₂</u>			<u>S₁</u>	<u>S₂</u>
CARIBBEAN	CRUISE			CRUISE	CARIBBEAN
1.75 / MIN	1.21 / MIN			1.82 / MIN	2.67 / MIN

FIG. 18

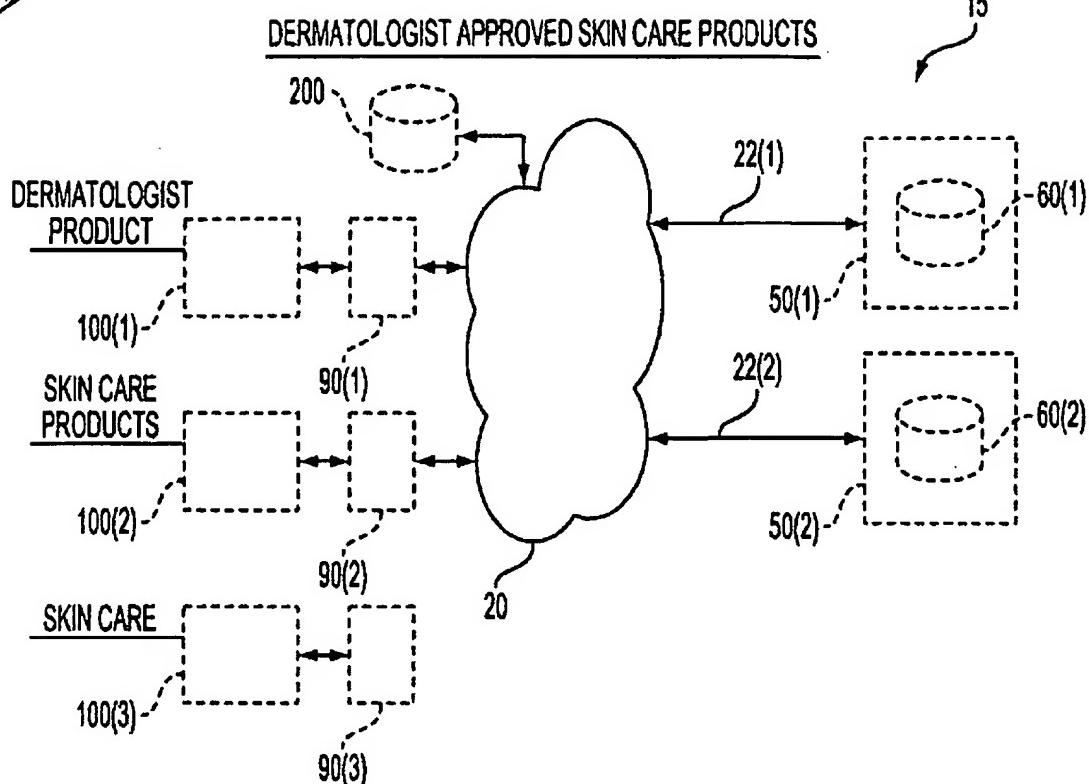
TRADE SHOW

FIG. 19

975 FACTORS

PERMUTATION ELEMENT	SITE	S ₁ S ₂		S ₁ S ₂ S ₁
		P ₁ E ₁	P ₂ E ₁	
	P ₁ E ₁	1.3	.82	----->
	P ₂ E ₁	.05	.03	----->
	P ₃ E ₁	.72	.64	----->
	P ₁ E ₂	1.8	1.5	
	P ₂ E ₂	.72	.63	
	P ₃ E ₂	.81	.75	
	P ₁ E ₁ E ₂	1.0	1.15	
	P ₂ E ₁ E ₂	.73	.71	
	P ₃ E ₁ E ₂	.61	.60	

FIG. 20

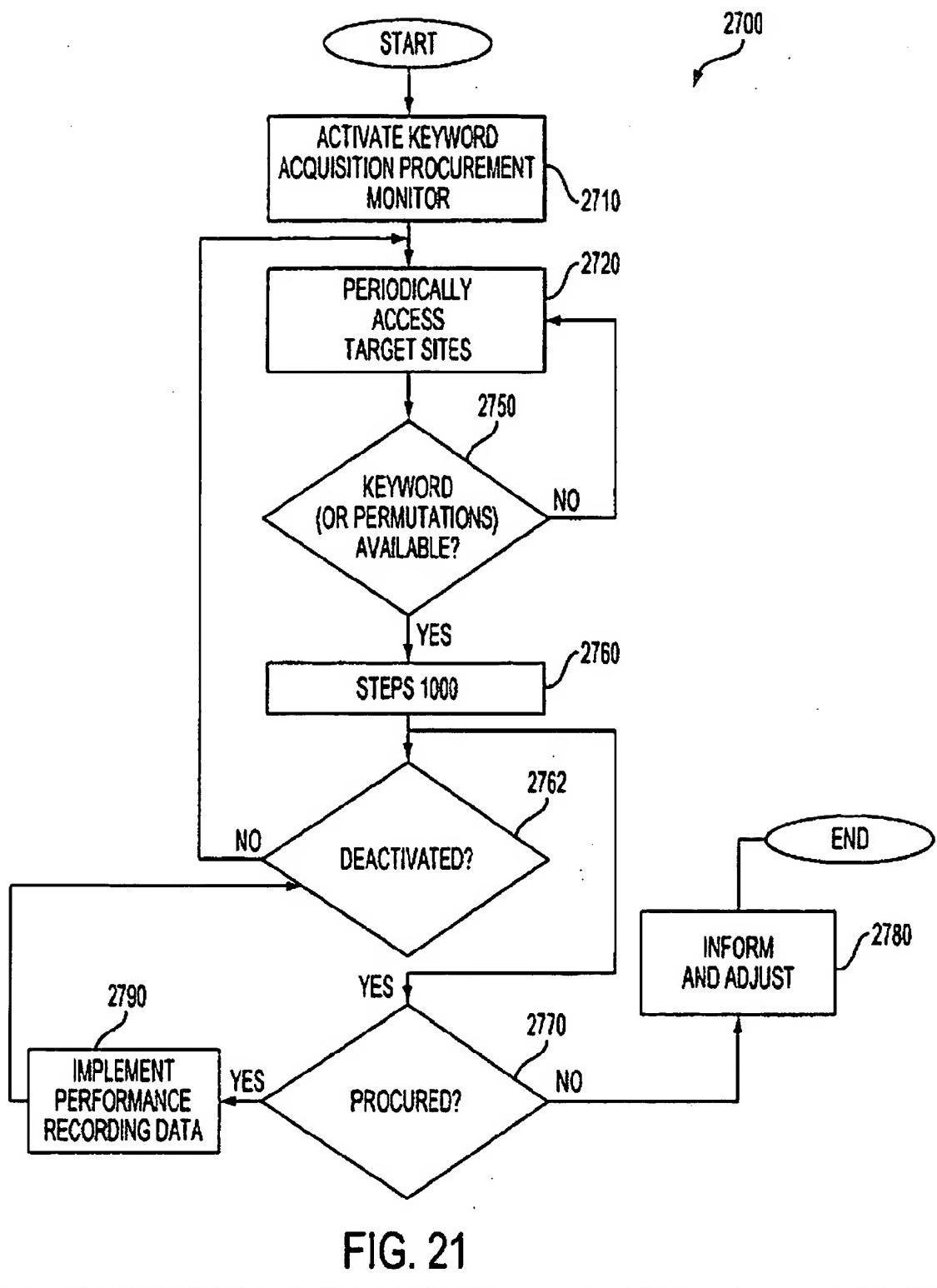


FIG. 21

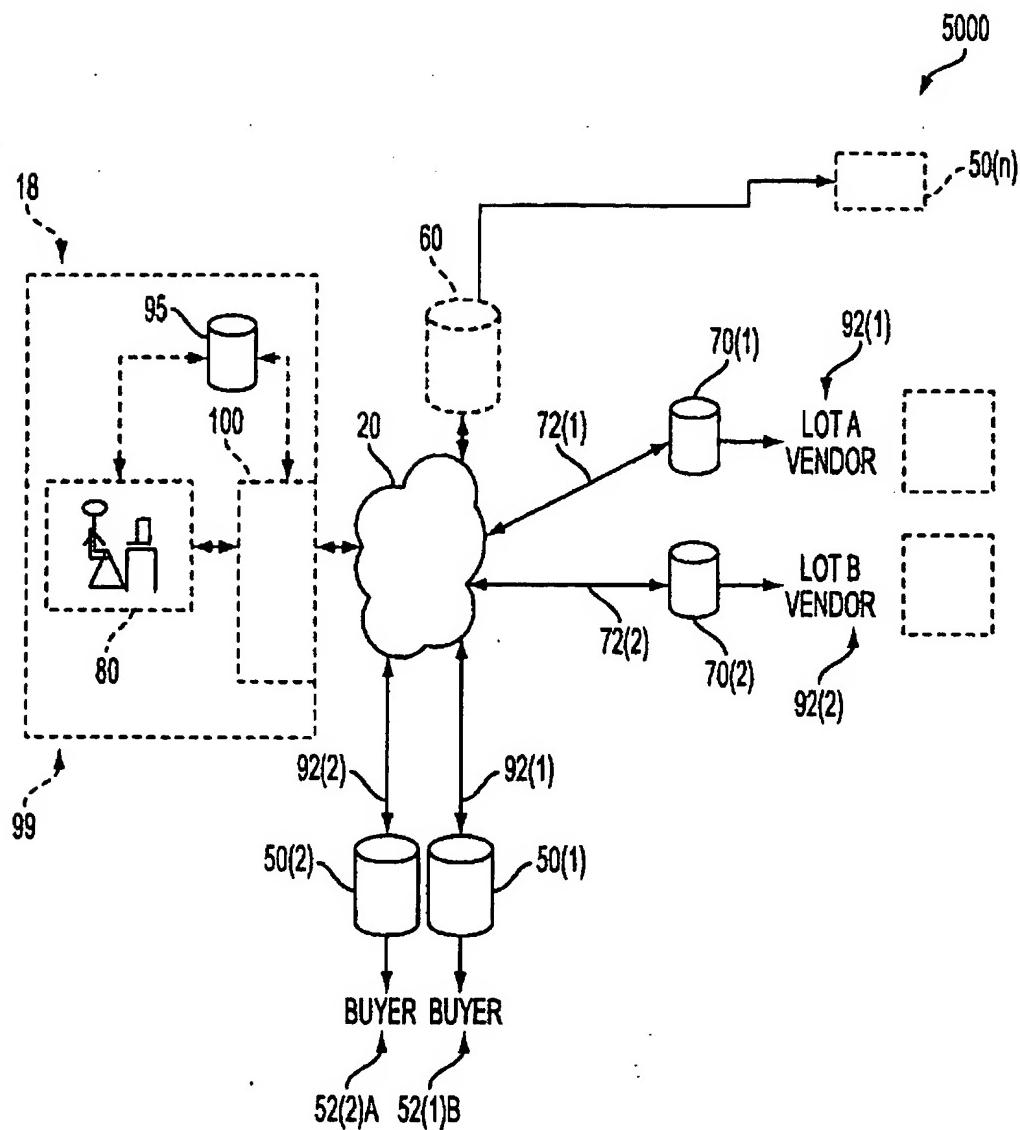


FIG. 22

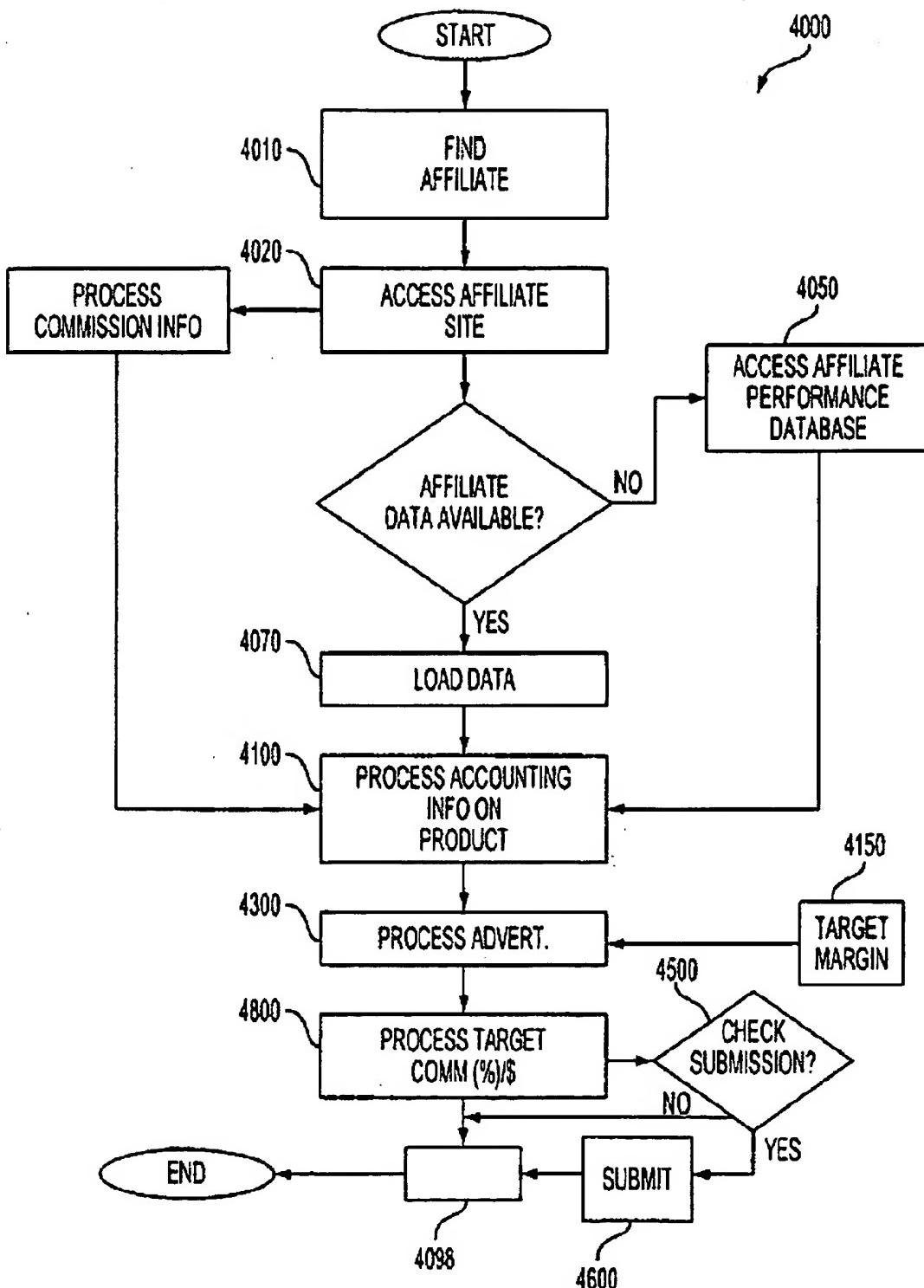


FIG. 23

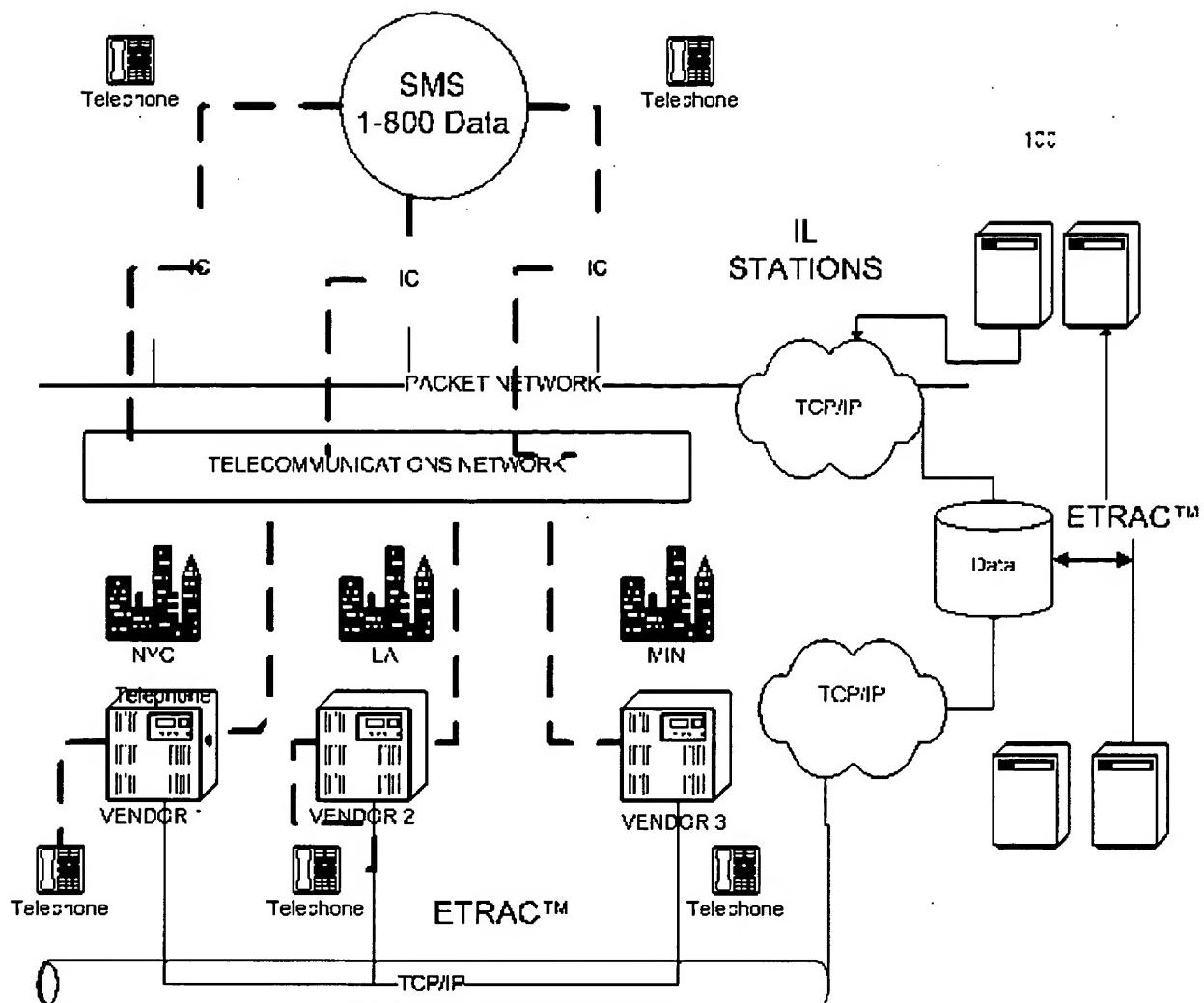


FIG. 24

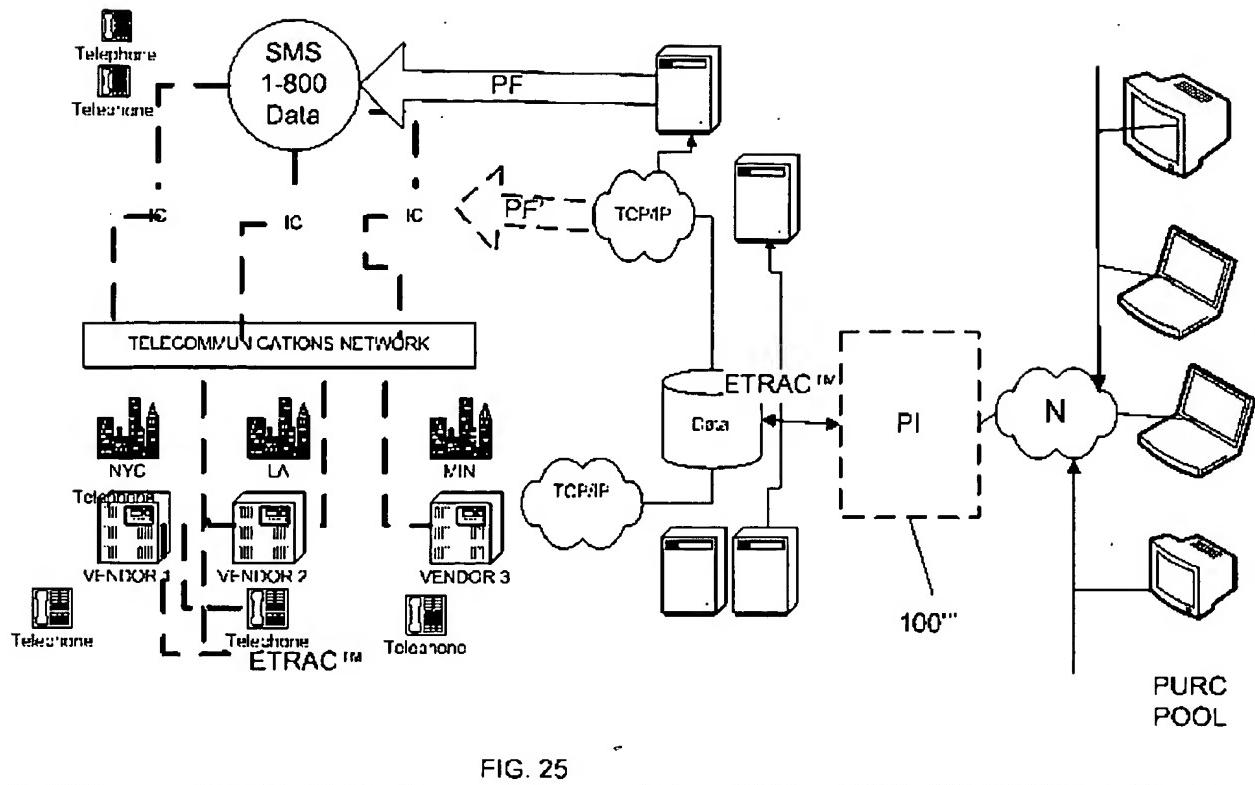
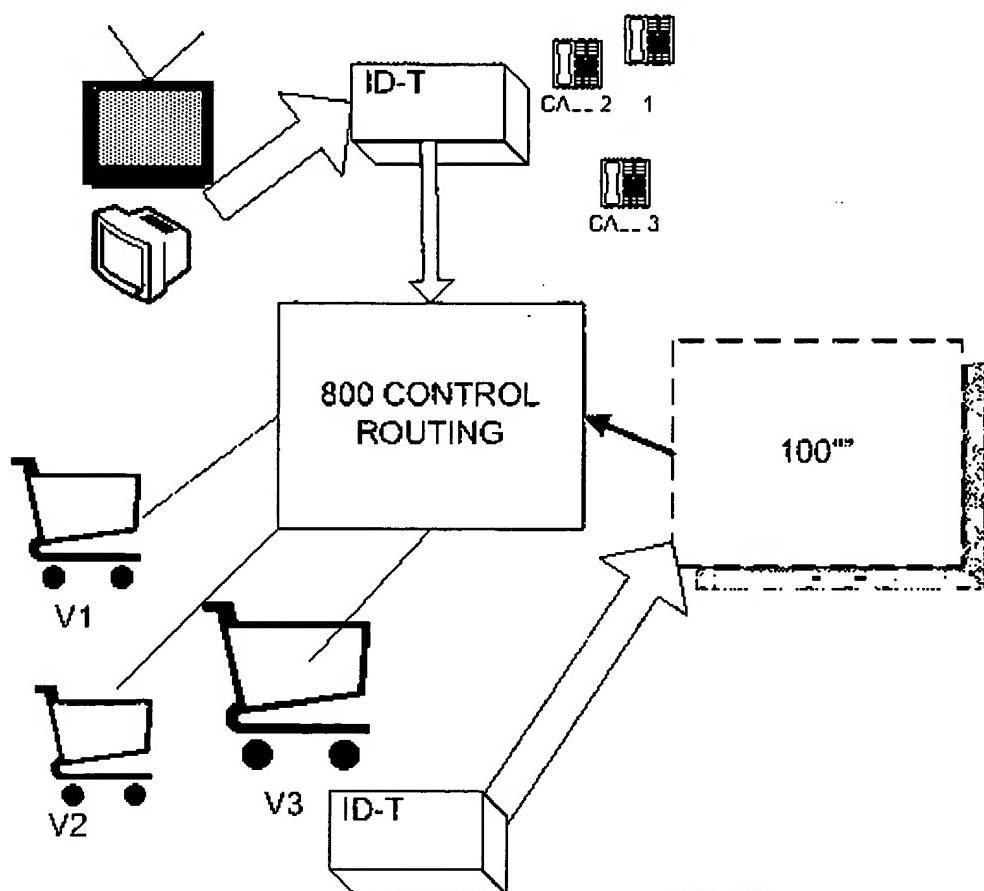


FIG. 25

FIG. 26
DATA FLOW

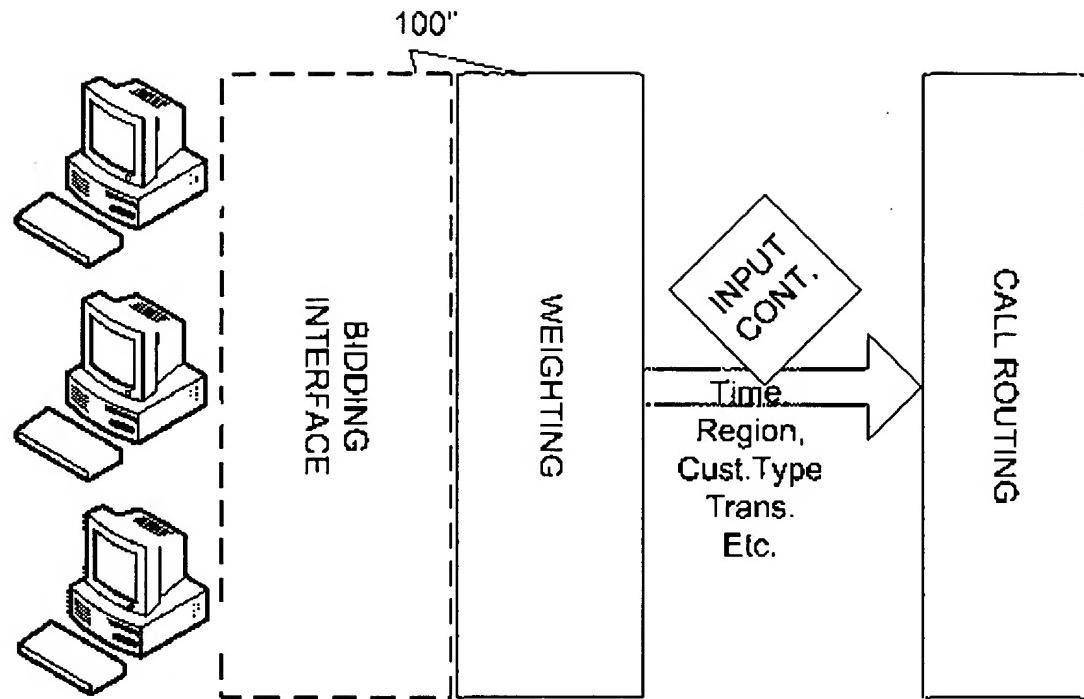


FIG. 27

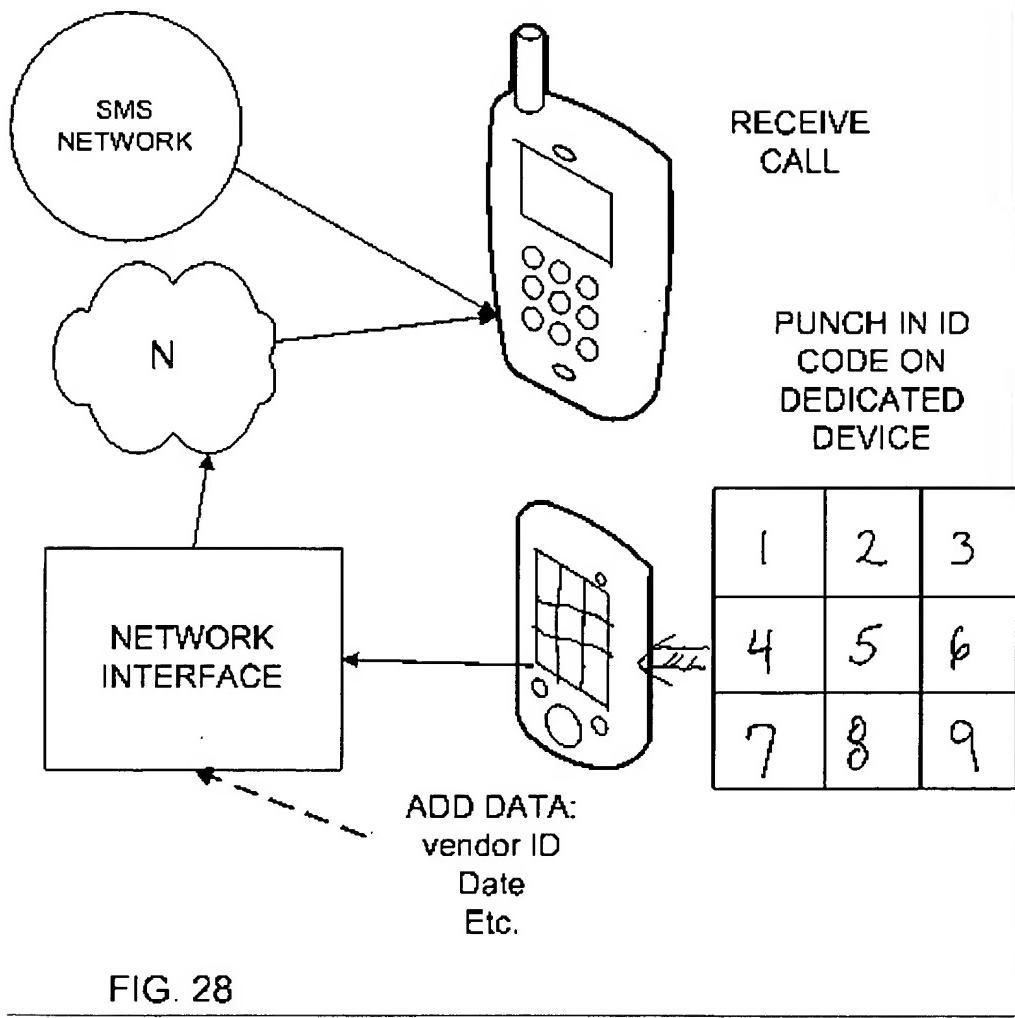


FIG. 28